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Innovative ways of using the tourist potential as the basis of territories development

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Abstract

The aim of the article is to evaluate the possibilities of development different kinds of tourism in Russia and to ensure social and economic development of certain areas on this basis. We propose an innovative approach to the development of a number of tourist destinations in the Republic of Tatarstan and Perm region by combining the most interesting, perspective and becoming popular types of tourism. As an innovative offer and the main direction of analysis cruise tourism is taken in conjunction with environmental, religious, cultural and historical tourism. The tourism and recreational potential of the research areas, their possible involvement in the formation of the flow of inbound and domestic tourism have been studied. The conditions for the joint projects creation in the field of tourism and their development prospects have been found out.

Keywords

Innovation in tourism, Social and economic development of the territories, The role of tourism in the economy, Tourist and recreational potential